

## ***DIVISION OF ALCOHOLIC BEVERAGE CONTROL***

### ***Notice of Availability of Funds***

### ***State of New Jersey's FY04 Enforcing the Underage Drinking Laws Block Grant***

**Take notice** that the Division of Alcoholic Beverage Control announces the following

availability of sub-grant program funds:

**Name of program:** FY04 Enforcing the Underage Drinking Laws Block Grant Program

#### **Purpose**

The purpose of the funds available in this notice is to develop programs to address the high incidence of underage drinking and the irresponsible consumption of alcohol by persons under the legal age. Director Jerry Fischer of the Division of Alcoholic Beverage Control (ABC) has identified the problem of underage drinking as the ABC's top enforcement priority. The ABC is the recipient of a federal block grant for FY 2004 from the Office of Juvenile Justice and Delinquency Prevention (OJJDP). The ABC was awarded the block grant based upon a State Plan developed by the ABC that was approved by the OJJDP. The ABC is now soliciting proposals for sub-grant applications to enact the programs developed by the ABC under the plan.

The ABC is seeking sub-grant applications that relate to the following programs, which address the underage drinking problem. The sub-grants should contain strategies that can be implemented in accordance with the following programs:

#### **1. COPS IN SHOPS PROGRAM/ COMPLIANCE CHECKS**

##### **COPS IN SHOPS**

Since 1996, the program known as "Cops In Shops" has been implemented in New Jersey for three and one-half month increments targeting seashore communities in the summer and college towns in the fall/winter. In 1998, the program was expanded beyond college and

seashore communities to everywhere in New Jersey. This program was created by the Century Council, a Los Angeles based non-profit organization founded to combat the nationwide underage drinking problem. Cops in Shops offers a unique approach to curbing and preventing the illegal purchase of alcohol by underage persons by bringing together a partnership of liquor retailers and law enforcement. Another part of this program, known as "Shoulder Tap," also targets adults who purchase alcoholic beverages for minors. By working with local retailers, law enforcement is able to train local retailers on how to identify minors who are attempting to purchase alcoholic beverages. The Cops in Shops program advertises and educates youth, adults and parents about the legal repercussions of underage drinking through the use of posters, decals, buttons, stickers (advertised at the point of sale) and radio and newspaper press releases.

The ABC would like to receive applications from municipal police departments and prosecutor's offices from across New Jersey to implement the program. Selected candidates will be encouraged to select liquor outlets based upon complaints and to seek out cooperating retailers. Undercover police officers, working overtime, are placed in retail stores posing as employees or patrons to stop anyone under the age of 21 who attempts to purchase alcohol or uses false identification. The ABC recommends that two (2) off duty police officers be assigned to work in four (4) hour shifts. The ABC will pay the specified officer's current overtime rate. Deterrence will be a major component of this initiative. Press releases will be issued and local news media will be encouraged to print weekly reports of arrests.

Mandatory training of police officers will be conducted by the Division of ABC's Enforcement Unit. One of the key aspects of training is identification of underage persons and false identification used. This would particularly include false and counterfeit driver's licenses.

The ABC will require program participants of these funds to submit weekly time sheets and arrest data to monitor the results of the program.

## **COMPLIANCE CHECKS**

Police officers working undercover on licensed consumption premises in communities whose entertainment format may attract underage patrons. Police officers will conduct surveillance operations identifying the underage purchasers and those who sell to them.

The ABC would like to receive applications from municipal police departments and prosecutor's offices from across New Jersey to implement the program. Undercover police officers working overtime, are placed in licensed retail consumption premises posing as patrons. The ABC recommends that a minimum of 2 to 4 off-duty police officers be assigned to work this detail. The ABC will pay the specified overtime rate for the officers. Press releases will be issued and local news media will be encouraged to print weekly reports of arrests.

Mandatory training of police officers will be conducted by the Division of ABC's Enforcement Unit.

The ABC will require program participants of these funds to submit weekly time sheets and arrest data to monitor the results of the program.

***\$193,220 is allocated for these initiatives. Numerous awards available.***

## **2. GOGGLES TO SIMULATE IMPAIRMENT**

The ABC is interested in receiving proposals for a program that will assist local municipal alliances in educating middle, junior high and high school students on the dangers of over-consumption of alcohol and drunk driving. A very cost effective method in bringing this message across to students is to utilize a device commonly known as simulator goggles. These goggles are used as a tool for informing young people about the effects of alcohol on perception and body control. FATAL VISION simulator goggles give people the opportunity to experience firsthand the potentially fatal consequences of alcohol impairment without drinking a drop of

alcohol. There are several different types of goggles, each representing a different level of impairment. The impairment levels range from .07 - .20. These goggles are a great supplemental tool to any alcohol education program.

The ABC is interested in receiving applications for a program as a follow-up to the loan bank system created under the FY99 EUDL program and continued in subsequent years. The ABC is interested in receiving proposals for a program that will continue to act as a loan bank for these goggles and support materials to loan them out to schools and substance abuse groups who are addressing the issues of underage drinking and drunk driving. In addition to acting as a loan bank, the subgrantee should ensure, through a comprehensive, informational education program, that the target- young people in the state of New Jersey- will be receiving effective preventive education programs to increase their decision-making skills and judgement abilities regarding the use and non-use of alcohol.

These goggles, accompanied by an educational program, will allow various local, county and state governmental and prevention organizations to bring the dangers of alcohol to the attention of students at the state's middle, junior high and high schools.

The ABC expects that the program will also seek the assistance of community police officers, who already have a presence in most New Jersey schools, to conduct classes with these goggles and program guides.

The program can offer, but is not mandatory, one day seminar(s) to show community police officers, municipal alliances, juvenile peer support groups, and other prevention groups how to use the goggles and supporting materials.

**\$15,000 is allocated for this initiative. One award available, with the use of 9 Fatal Vision Goggle Kits.**

3. **MEDIA CAMPAIGN ADDRESSING ALCOHOL ON CAMPUS**

The Division of Alcoholic Beverage Control is interested in receiving applications from NJ colleges and universities interested in developing a media campaign to address the issue of alcohol on campus. Students that serve as peer educators will become a member of a production team or a member of a promotion team. The student peer educators, with the assistance of the wellness advisor, will conduct a media campaign that will offer a range of programs on the college campus. The promotion team will offer educational programs, campus-wide events and social marketing campaigns designed to change students attitudes about alcohol. The team will then create public service announcements (PSA's), that will be shown on campus and/or the local cable stations. The promotion team is responsible for the production of the video public service announcements, which will require the use of campus media services.

**\$8,000 is allocated for this initiative. One award available.**

4. **LOLLANOBOOZA**

Lollanobooza, whose name is based on the annual alternative concert tour, Lollapalooza, is a program designed to attempt to modify a campus culture that promotes alcohol. The event offers a variety of alcohol-free activities. The program has proven very successful at colleges such as the University of Illinois and the College of St. Benedict. Successful events were held in 2003, in the state of New Jersey, at The College of New Jersey and Rutgers University.

The Division of ABC is seeking applications from NJ colleges and universities wishing to host this event at their campus. Planning of the event would be conducted by committees made up of staff, faculty and students. Events could include, but are not limited to, a question/answer booth targeting alcohol issues, music, karaoke, sporting events, a giant twister

game and educational programs targeting topics such as date rape and the consequences of irresponsible/underage drinking.

**\$20,000 is allocated for this initiative. A minimum of two awards available.**

**Restrictions on Use of Funds**

Funds awarded cannot be used for the following:

1. Construction, renovation or land acquisition.
2. Supplanting federal, state or local funds supporting existing programs or activities.

**Organizations which may apply for funding under this program**

Sub-grant awards will be made to successful applicants, which may include private, non-profit, governmental and other entities, who propose programs that will combat the underage drinking problem in New Jersey. The Division of Alcoholic Beverage Control does not deem it appropriate at this time to limit the category of applicants that may apply for the funds in this program. The Division will consider applications that are documented and confirm the ability of the applicant to carry out the program.

**Procedures for Organizations to apply:**

**Complete proposals must be received at the ABC no later than 4:30 P.M., January 14, 2005. Facsimile copies will not be accepted. No extension of the deadline will be considered. Failure to meet the deadline will result in the proposal being eliminated from funding consideration. Additional letters or other materials will not be accepted after the deadline. Applicants will be notified of acceptance or denial on or about March 18, 2005.**

**The proposal and the three copies should be sent to:**

Kelly Troilo, Grant Coordinator  
Division of Alcoholic Beverage Control,  
P.O. Box 087,  
Trenton, New Jersey 08625.

**Proposal Format:**

Application packets, which contain the budget detail worksheet, sample resolution and other required forms, may be obtained by contacting Kelly Troilo at (609) 984-2656. You may also obtain the application packets by visiting the Division of ABC Website at: [www.nj.gov/lps/abc](http://www.nj.gov/lps/abc). The proposal must follow the following format and provide all the requested information:

1. The applicant should fill out the "Applicant Information" and "Contact Information" forms, found in the application packet. Fill out ALL information requested, if an item is not applicable fill in "N/A."
2. The applicant should summarize and explain its agency's background, mission, experience and capability to perform the applied for program. The applicant should demonstrate its specific knowledge of issues regarding underage drinking.
3. A program narrative that describes how the sub-grant funds will be used, in conjunction with existing State and local resources, to support implementation of a State strategy by funding programs and projects. You should:
  - a) Identify the specific problem, target population and geographic area that the proposed program will address.
  - b) Define the needs and characteristics of the target population and

provide a summary of existing resources, identify gaps and barrier in existing services.

- c) Provide supporting documentation, including relevant local facts, statistics, study findings, etc. for the specific problem to be addressed.
- d) Specify clear, realistic goals for the proposed program and identify objectives that are concise, measurable, and clearly relate to the goals, problem statement and target population.
- e) Describe the program approach or strategy for attaining each objective
- f) Provide a program work plan that identifies each objective along with the major activities, responsible staff and feasible time frames for each objective and activities and methods for achieving each objective.
- g) Describe the applicant's partnership/coalition building strategy and use of volunteers. Includes letters of support, which define the roles, responsibilities, referral mechanisms, collaboration and coordination efforts necessary for the successful implementation of the project.

4. You must identify project management and staff. Provide the current resumes of key staff involved in the project. Include a table of organization and job descriptions, responsibilities, education and experience for each job title. You should indicate if each position will be either full- or part- time positions or the number of hours or percentage of time that will be devoted to the project. The applicant should also demonstrate that its management and staff are qualified and can meet the requirements of the project. You should explain if your existing staff or new staff will be used to work on the project.



5. The applicant must produce a program evaluation as a condition of the sub-grant.  
The applicant needs to describe a program evaluation plan that will measure the extent to which stated objectives were achieved. You need to specify how, when and what type of data will be collected, probable test instruments and persons responsible for conducting the evaluation. The applicant must agree to cooperate with the ABC and OJJDP in the evaluation of the State program.
6. Budget. The applicant must itemize a budget (budget forms are in the application packet) that clearly identifies the costs in each budget category. You should include a budget narrative that provides detailed justification on each itemized cost, how such costs were calculated and why they are necessary to the project. Each item in the application/proposal should be accounted for in both the budget and the budget narrative. Budget categories include: personnel, fringe benefits, travel, equipment, supplies and consultants costs. Applicants must submit a budget detail worksheet. An example may be found at <http://www.ojp.usdoj.gov/forms.htm>.
7. You must include, with your application/proposal a Resolution of Participation from the applicant unit of government (Not applicable if a non-governmental agency) and a signed "Application Authorization " form, both of which can be found in the application packet. These documents are required in order for us to accept and review your proposal.

#### **Other Application Requirements**

1. An applicant who is awarded a sub-grant must agree, complete and keep on file,

the Immigration and Naturalization Service Employment Eligibility Form (I-9) to verify that persons employed by the applicant are eligible to work in the United States.

2. An applicant who is awarded a sub-grant, is required to review and sign a copy of the General/Special Conditions and Assurances which include details from OJJDP form 4061/6. This form certifies that the applicant will comply with requirements under 28 CFR Part 69, "New Restrictions on Lobbying," and 28 CFR Part 67, "A Government-Wide Debarment and Suspension (Non procurement) and Government-Wide Requirements for Drug-Free Workplace (Grants)." Examples of these forms may be found at <http://www.ojp.usdoj.gov/forms.htm>.

### **Program Reporting Requirements**

Applicants who are awarded a sub-grant are required to submit program progress reports and financial status reports on a quarterly basis, within 15 days from the end of the quarter. A final report is also due along with the paperwork for the final quarter. Upon approval of your project, you will receive the dates of each quarter, along with reporting dates and requirements.

### **Suspension of Funding**

The ABC may suspend (in whole or in part) authority to drawdown or expend funds, terminate a sub-grant or impose a sanction on a sub-grant recipient for any of the following reasons:

1. Failure to adhere to the requirements, standard conditions, or special conditions placed on the sub-grant award for the State of New Jersey

Enforcing the Underage Drinking Laws program.

2. Failure to submit timely reports.
3. Filing a false certification in reports or application.
4. Other good cause shown.